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"THE Covered Wagon" is the greatest achievement in motion picture history. Nothing was spared in the making of it, for Paramount had, from the beginning, full confidence it would be the greatest popular attraction ever offered to the American people.

Several hundred mounted men actually risked their lives in the buffalo hunt, which is absolutely genuine from start to finish.

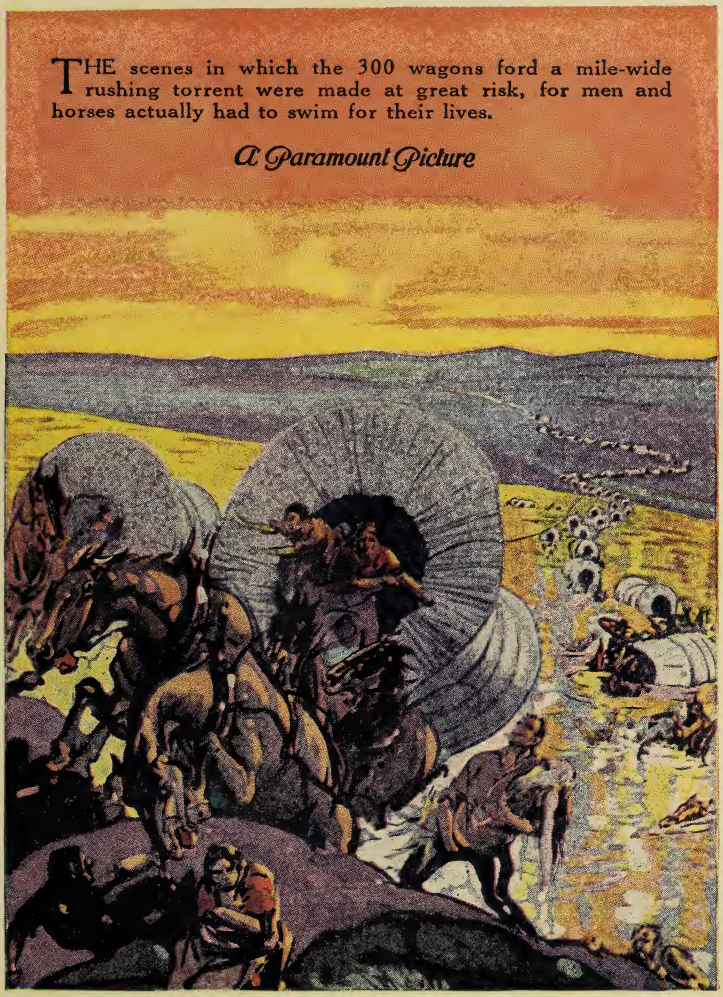
Adapted by Jack Cunningham from the famous novel by Emerson Hough.

A Paramount Picture

UPB

THE scenes in which the 300 wagons ford a mile-wide rushing torrent were made at great risk, for men and horses actually had to swim for their lives.

A Paramount Picture



NINE square miles of waste territory were burned up for the prairie fire scene. You will see men, women and horses menaced by the devouring flames, fleeing for their lives. You will see thrilling rescues in the very midst of a roaring fire. Nothing so big was ever attempted before in motion picture history, and probably never will be again.

A Paramount Picture

THE attack of a thousand Indians on the two-mile wagon train is one of the greatest thrills ever staged. These Indians were brought from reservations hundreds of miles away to appear in this episode.

A Paramount Picture

TO make "The Covered Wagon," 3000 actors spent three months on a location 80 miles from a railroad. They endured floods, blizzards, zero temperature, and sometimes lack of food. A thousand Indians were used, and the live stock included 600 oxen, 1000 horses, and 500 mules.

A Paramount Picture

PROVIDING a new standard for comparison, "The Covered Wagon" is an astounding romance of the days when the star of empire gleamed beacon-like in the Western sky and when brave men and women risked their lives fearlessly in their efforts to build up a mighty nation.

"The Covered Wagon" tells a love story of great sweetness.

Every character in "The Covered Wagon" is a real human being. Each represents the pride of American manhood and womanhood of pre-gold discovery days in California. Some are bad, others indifferent, but the majority are of noble texture, staunch and true. It is these human qualities which make the story of this tremendous production tense, appealing and wonderfully effective as screen entertainment.

"The Covered Wagon" will enthrall every spectator. It is one of those pictures every American ought to see, and *will* see. It is a photoplay which serves a double purpose. It pleases both the eye and mind. It is a screen masterpiece.

"The Covered Wagon" is the Grand Canyon of motion pictures. Every turn of the wheel provides a new and breathless thrill. Through every scene romance races with hurricane swiftness. It is the greatest screen adventure motion picture devotees hitherto have experienced or will enioy within the coming decade.

A Paramount Picture

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CECIL B. DeMILLE'S

$2,500,000 SPECTACLE

The Ten Commandments

- A Paramount Picture -

WATCH FOR

NORTH of 36

with ERNEST TORRENCE

EMERSON HOUGH'S

SUCCESSOR TO

THE COVERED WAGON"

A Paramount Picture

Country of Origin, U. S. A.

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